# **User Persona Template**

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| --- | --- | --- | --- |
|  | Persona 1 | Persona 2 | Persona 3 |
| Age |  |  |  |
| Location |  |  |  |
| Job |  |  |  |
| Average income |  |  |  |
| Social Media Platforms used |  |  |  |
| Customer Pain Point |  |  |  |
| Customer Goal |  |  |  |
| How your business can help? |  |  |  |

# User personas are a great tool to use to gain an understanding of your target customer. Fill in this template thinking about three of your ideal target customers